ORDER

Orders Order / Rev: 705301 06267278 Alt Order #: NRCC-IE 2012 Product Desc: WKYC 2954 Estimate: Flight Dates: 10/19/12 - 10/25/12 Primary AE: Joe Knauer Original Date / Rev: Sales Office: T-WAS 08/08/12 / 08/08/12 Order Type: Political Sales Region: NAT **National Media Research Planning** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Lane Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A35+ New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan

Dill I lall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	38	\$58,850.00	\$50.022.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$58,850.00	\$50,022.50	0.00
Totals	38	\$58,850.00	\$50,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	22%	\$58,850.00
Market	100%	\$267,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	18%	\$48,150.00
WJW	45%	\$120,375.00
WOIO	15%	\$40,125.00
WUAB	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	10/19/12	10/19/12	LN (M-Su)	CM	11P-1135P	F	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
			Late News (M-Su)								
CH 3 NV	NS AT 11											
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	F	1	\$3,000.00	0.00						
E 2 WKYC	10/19/12	10/19/12	Tonight Show	CM	1135p-1237a	F	:30	1	\$1,300.00 P-2	0.00 NM	1	\$1,300.00
			Tonight Show									
TONITE	SHW-NB	BC .										
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	F	1	\$1,300.00	0.00						
E 3 WKYC	10/19/12	10/19/12	M-F 4-5p	СМ	4p-5p	F	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
			Ellen Degeneres									
ELLEN			•									

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Order / Rev: 705301

Advertiser: NRCC-IE

Alt Order #: 06267278

NRCC-IE 2012 Product Desc:

Flight Dates: 10/19/12 - 10/25/12 Estimate: 2954 WKYC

E3 WKYC 10/19/12 10/19/12 10/19/12 M-F 4-5p CM 4p-5pF :30 1 \$800.00 P-2 0.00 NM Ellen Degeneres ELLEN Start Date Week: 10/15/12 10/21/12F 1 \$800.00 0.00 E4 WKYC 10/19/12 10/19/12 10/19/12 M-F 430a-5a CM 430a-5aF :30 1 \$300.00 P-2 0.00 NM 1 CH 3 NEWS 430A Start Date Week: 10/15/12 10/21/12F 1 \$300.00 0.00 E5 WKYC 10/19/12 10/19/12 10/19/12 M-F 5-6a CM 5a-6aF :30 1 \$850.00 P-2 0.00 NM 1 CH3 NEWS SUNRS Start Date End Date Weekdays Spots/Week Rate Start Date Order of SAM CH3 NEWS SUNRS Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12F 1 \$850.00 0.00 E6 WKYC 10/19/12 10/19/12 10/19/12 M-F 5-6p CM 5p-6pF :30 1 \$1,400.00 P-2 0.00 NM 1 DR. PHIL Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12F 1 \$1,400.00 0.00 E7 WKYC 10/19/12 10/19/12 10/19/12 M-F 7-9a Today CM 7a-9aF :30 1 \$1,800.00 P-2 0.00 NM 1	\$800.00 \$300.00 \$850.00 \$1,400.00
Start Date End Date Weekdays Spots/Week Rate Section Section	\$850.00
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	\$850.00
Week: 10/15/12 10/21/12 F 1 \$800.00 0.00 E 4 WKYC 10/19/12 10/19/12 VMF 430a-5a A300 News CM 430a-5a CM 5300.00 F 30 1 \$300.00 P-2 0.00 NM 1 CH 3 NEWS 430A Start Date Week: 10/15/12 10/21/21 10/21/21 10/21/21/210/21/210/21/21 10/21/21 10/21/21 10/21/21 10/21/21 10/21/21 10/21/21 10/21/21 10/21/2	\$850.00
A30a News CH 3 NEWS 430A Start Date End Date Weekdays Spots/Week Rate Rating 0.00	\$850.00
CH 3 NEWS 430A Start Date Week: 10/15/12	
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	
Week: 10/15/12 10/21/12 F 1 \$300.00 0.00 E 5 WKYC 10/19/12 10/19/12 10/19/12 N-F 5-6a CM Channel 3 News @ 5AM CM 5a-6a F :30 1 \$850.00 P-2 0.00 NM 1 CH3 NEWS SUNRS Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 F 1 \$850.00 0.00 E 6 WKYC 10/19/12 10/19/12 N-F 5-6p CM 5p-6p F :30 1 \$1,400.00 P-2 0.00 NM 1 Dr. Phil DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 F 1 \$1,400.00 0.00	
E 5 WKYC 10/19/12 10/19/12 M-F 5-6a CM 5a-6aF :30 1 \$850.00 P-2 0.00 NM 1 CH3 NEWS SUNRS Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12F 1 \$850.00 0.00 E 6 WKYC 10/19/12 10/19/12 M-F 5-6p CM 5p-6pF :30 1 \$1,400.00 P-2 0.00 NM 1 DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12F 1 \$1,400.00 0.00	
CH3 NEWS SUNRS Start Date End Date Weekdays Tol/15/12 10/21/12F 1 \$850.00 0.00 E 6 WKYC 10/19/12 10/19/12 M-F 5-6p CM 5p-6pF :30 1 \$1,400.00 P-2 0.00 NM 1 DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12F 1 \$1,400.00 0.00	\$1,400.00
Start Date Week: 10/15/12 End Date 10/21/12 Weekdays 2F Spots/Week 1 \$850.00 Rating 0.00 E 6 WKYC 10/19/12 10/19/12 M-F 5-6p Dr. Phil CM 5p-6pF :30 1 \$1,400.00 P-2 0.00 NM 1 DR. PHIL Start Date Week: 10/15/12 End Date Weekdays Weekdays Weekdays Week: 10/15/12 Spots/Week Rate Rating Neek Rating Neek Neek Neek Neek Neek Neek Neek Nee	\$1,400.00
Week: 10/15/12 10/21/12 F 1 \$850.00 0.00 E 6 WKYC 10/19/12 10/19/12 M-F 5-6p CM 5p-6p F :30 1 \$1,400.00 P-2 0.00 NM 1 DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 F 1 \$1,400.00 0.00	\$1,400.00
E 6 WKYC 10/19/12 10/19/12 M-F 5-6p CM 5p-6pF :30 1 \$1,400.00 P-2 0.00 NM 1 Dr. Phil DR. PHIL Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12F 1 \$1,400.00 0.00	\$1,400.00
Dr. Phil DR. PHIL Start Date	, ,
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 F 1 \$1,400.00 0.00	
Week: 10/15/12 10/21/12 F 1 \$1,400.00 0.00	
1750K. 16/16/12 1 16/21/12 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	\$1,800.00
Today Show	ψ1,000.00
TODAY SHW	
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12F 1 \$1.800.00 0.00	
Week: 10/15/12 10/21/12 F 1 \$1,800.00 0.00 E 8 WKYC 10/22/12 10/22/12 Tonight Show CM 1135p-1237a M :30 1 \$1,300.00 P-2 0.00 NM 1	\$1,300.00
Tonight Show	φ1,300.00
TONITE SHW-NBC	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12	¢000 00
E 9 WKYC 10/22/12 10/22/12 M-F 4-5p CM 4p-5p M :30 1 \$800.00 P-2 0.00 NM 1 Ellen Degeneres	\$800.00
ELLEN	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12	# 000 00
E 10 WKYC 10/22/12 10/22/12 M-F 430a-5a CM 430a-5a M :30 1 \$300.00 P-2 0.00 NM 1 430a News	\$300.00
CH 3 NEWS 430A	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12 M 1 \$300.00 0.00	
E 11 WKYC 10/22/12 10/22/12 M-F 5-6a CM 5a-6a M :30 1 \$850.00 P-2 0.00 NM 1 Channel 3 News @ 5AM	\$850.00
CH3 NEWS SUNRS	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12	
E 12 WKYC 10/22/12 10/22/12 M-F 5-6p CM 5p-6p M :30 1 \$1,400.00 P-2 0.00 NM 1 Dr. Phil	\$1,400.00
DR. PHIL	
Start Date	
Week: 10/22/12 10/28/12 M 1 \$1,400.00 0.00	
E 13 WKYC 10/22/12 10/22/12 M-F 7-9a Today CM 7a-9a M :30 1 \$1,800.00 P-2 0.00 NM 1	\$1,800.00
Today Show TODAY SHW	
Start Date End Date Weekdays Spots/Week Rate Rating	
Week: 10/22/12 10/28/12 M 1 \$1,800.00 0.00	
	\$10,000.00
Monday Prime Other (8:00 PM-10:00 PM) VOICE	
Start Date	
Week: 10/22/12 10/28/12 M 1\$10,000.00 0.00	
E 15 WKYC 10/20/12 10/20/12 CM 11-1130pS- :30 1 \$3,000.00 P-2 0.00 NM 1	\$3,000.00

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WKYC

Order / Rev: 705301

703301

Advertiser: NRCC-IE

Product Desc:

Alt Order #: 06267278

NRCC-IE 2012

Flight Dates: 10/19/12 - 10/25/12

Estimate: 2954

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Sat 11-1135p LN SAT CH 3 NWS AT 11 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---S-\$3,000.00 0.00 E 16 WKYC 10/20/12 10/20/12 Sat 6-630p СМ 6-630p ---S-:30 \$2.500.00 P-2 0.00 NM \$2,500.00 Channel 3 News at 6P SAT CH 3 NWS AT 6 Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ---S-\$2.500.00 0.00 E 17 WKYC 10/20/12 10/20/12 Sat 730-8p CM ---S-:30 \$800.00 P-2 0.00 NM 730-8p \$800.00 Sat 730-8P **CASH EXPLOSION** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 ---S-\$800.00 Week: 10/15/12 0.00 E 18 WKYC 10/21/12 10/21/12 \$2.500.00 P-2 0.00 NM Sun 6-630p CM6-630p ----S :30 \$2.500.00 Channel 3 News at 6p SUN CH3 NWS@6 WKND Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$2,500.00 0.00 E 19 WKYC 10/21/12 10/21/12 Sun 9-1030a 9a-1030a ----S :30 1 \$1.800.00 P-2 0.00 NM \$1,800.00 CM Channel 3 News Sun 9a CH3 SU MRN NWS **End Date** Start Date Spots/Week Weekdays Rate Rating 10/21/12 0.00 Week: 10/15/12 \$1,800.00 E 20 WKYC 10/25/12 10/25/12 **Tonight Show** ---T---:30 1 \$1,300.00 P-2 0.00 NM \$1,300.00 CM 1135p-1237a Tonight Show **TONITE SHW-NBC End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/22/12 10/28/12 - - - T- - -\$1,300.00 0.00 E 21 WKYC 10/25/12 10/25/12 ---T---\$800.00 P-2 M-F 4-5p CM :30 0.00 NM \$800.00 4p-5p 1 Ellen Degeneres **ELLEN** Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/22/12 10/28/12 - - - T- - · \$800.00 0.00 M-F 430a-5a ---T---\$300.00 P-2 E 22 WKYC 10/25/12 10/25/12 CM 430a-5a :30 0.00 NM \$300.00 430a News CH 3 NEWS 430A Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 - - - T- - -Week: 10/22/12 \$300.00 0.00 E 23 WKYC 10/25/12 10/25/12 M-F 5-6a CM 5a-6a ---T---:30 \$850.00 P-2 0.00 NM \$850.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Weekdays Spots/Week Rating Start Date **End Date** Rate - - - T- - -Week: 10/22/12 10/28/12 \$850.00 0.00 E 24 WKYC 10/25/12 10/25/12 M-F 5-6p CM 5p-6p ---T---:30 1 \$1,400.00 P-2 0.00 NM \$1,400.00 Dr. Phil DR. PHIL Spots/Week Start Date **End Date** Weekdays Rate Rating - - - T- - -Week: 10/22/12 10/28/12 \$1,400.00 0.00 E 25 WKYC 10/25/12 10/25/12 M-F 7-9a Today - - - T- - -:30 1 \$1,800.00 P-2 0.00 NM CM 7a-9a \$1,800.00 **Today Show** TODAY SHW Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 10/22/12 10/28/12 - - - T- - -\$1,800.00 0.00 0.00 NM E 26 WKYC 10/23/12 10/23/12 CM 1135p-1237a - T- - - -:30 1 \$1,300.00 P-2 Tonight Show \$1,300.00 (11:35 PM-12:35 XM) Tonight Show TONITE SHW-NBC Start Date **End Date** Weekdays Spots/Week Rating Rate - T- - - -Week: 10/22/12 10/28/12 \$1,300.00 0.00 E 27 WKYC 10/23/12 10/23/12 :30 \$800.00 P-2 0.00 NM \$800.00 CM 4p-5p

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WKYC

Order / Rev: 705301

Advertiser:

Estimate:

Alt Order #: 06267278 Product Desc: NRCC-IE 2012

NRCC-IE

10/19/12 - 10/25/12 Flight Dates:

2954

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 4-5p Ellen Degeneres **ELLEN** Spots/Week Start Date **End Date** Weekdays Rate Rating - T- - - -Week: 10/22/12 10/28/12 \$800.00 0.00 E 28 WKYC 10/23/12 10/23/12 M-F 430a-5a СМ 430a-5a - T- - - -:30 \$300.00 P-2 0.00 NM \$300.00 1 430a News CH 3 NEWS 430A Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 - T- - - -\$300.00 0.00 E 29 WKYC 10/23/12 10/23/12 СМ - T- - - -:30 \$850.00 P-2 0.00 NM M-F 5-6a 5a-6a \$850.00 Channel 3 News @ 5AM CH3 NEWS SUNRS Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 - T- - - -0.00 Week: 10/22/12 \$850.00 E 30 WKYC 10/23/12 10/23/12 - T- - - -:30 \$1,400,00 P-2 0.00 NM M-F 5-6p CM 5p-6p \$1,400.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 Week: 10/22/12 \$1,400.00 0.00 M-F 7-9a Today 0.00 NM E 31 WKYC 10/23/12 10/23/12 7a-9a - T- - - -:30 1 \$1.800.00 P-2 \$1,800.00 CM **Today Show TODAY SHW End Date** Start Date Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 0.00 1 \$1,800.00 E 32 WKYC 10/24/12 10/24/12 M-F 11-1135p 11-1135p --W---:30 1 \$3,000.00 P-2 0.00 NM \$3,000.00 CM Channel 3 News at 11p M-F CH 3 NWS AT 11 **End Date** Start Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - - W- - - -\$3,000.00 0.00 E 33 WKYC 10/24/12 10/24/12 - - W- - - -1 \$1,300.00 P-2 **Tonight Show** CM 1135p-1237a :30 0.00 NM \$1,300.00 **Tonight Show** TONITE SHW-NBC Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 - - W- - - -\$1,300.00 0.00 E34 WKYC 10/24/12 10/24/12 --W---\$800.00 P-2 M-F 4-5p CM 4p-5p :30 0.00 NM \$800.00 Ellen Degeneres **ELLEN** Weekdays Start Date **End Date** Spots/Week Rate Rating - - W- - - -10/28/12 Week: 10/22/12 \$800.00 0.00 M-F 430a-5a \$300.00 P-2 E35 WKYC 10/24/12 10/24/12 CM 430a-5a --W---:30 0.00 NM \$300.00 1 430a News CH 3 NEWS 430A Start Date **End Date** Weekdays Spots/Week Rate Rating - - W- - - -Week: 10/22/12 10/28/12 \$300.00 0.00 E 36 WKYC 10/24/12 10/24/12 M-F 5-6a CM 5a-6a --W---:30 \$850.00 P-2 0.00 NM 1 \$850.00 Channel 3 News @ 5AM **CH3 NEWS SUNRS** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/28/12 - - W- - - -Week: 10/22/12 \$850.00 0.00 E 37 WKYC 10/24/12 10/24/12 - - W- - - -:30 \$1,400.00 P-2 0.00 NM M-F 5-6p CM 5p-6p \$1,400.00 Dr. Phil DR. PHIL Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 - - W- - - -\$1,400.00 0.00 E38 WKYC 10/24/12 10/24/12 CM - - W- - - -:30 1 \$1,800.00 P-2 0.00 NM M-F 7-9a Today 7a-9a \$1,800.00 **Today Show TODAY SHW** Start Date Spots/Week **End Date** Weekdays Rate Rating 10/28/12 - - W- - -Week: 10/22/12 \$1,800.00 0.00